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**MINUTES**  
**VIRGINIA TOURISM AUTHORITY**  
**BOARD OF DIRECTORS MEETING**

Keswick Hall  
701 Club Drive  
Keswick, Virginia 22947

Thursday, December 02, 2021

**Members Present:** Ms. Jean Ann Bolling, Mr. Damian Dajcz, Mr. Pete Eshelman, Ms. Kelli Lemon, Ms. Meredith Lusk, Mr. Justin Reid, Ms. Susan Payne, The Honorable Bettina Ring, Ms. Alethea Robinson, Mr. Terry Stroud, and Ms. Phyllis Terrell

**Members Absent:** The Honorable R. Brian Ball, The Honorable Justin E. Fairfax, Mr. Calvin Jamison, The Honorable Aubrey L. Layne, Mr. Sunny Shah, and The Honorable Matthew J. Strickler

**VTA Staff Present:** Ms. Diane Béchamps, Mr. Chris Canfield, Mr. Andy Edmunds, Ms. Jane Lammay, Ms. Rita McClenny, Mr. Michael McMahon, and Ms. Carolyn Wren

**Guests Present:** Mr. John P. Begala, Ms. Meryem Karad, Mr. Charles Kennington, Ms. Elizabeth Myers, and Mr. Eric Terry

**I. Call to Order**

The winter meeting of the Board of Directors of the Virginia Tourism Authority was held on Thursday, December 02, 2021, at Keswick Hall in Keswick, Virginia. Susan K. Payne, chairwoman of the board, called the meeting to order at 8:06 a.m. and welcomed everyone.

**II. Approval of the minutes from June 03, 2021**

Terry Stroud moved the adoption of the minutes from the Board of Directors meeting on June 03, 2021, and Phyllis Terrell seconded the motion. The minutes were approved unanimously.

**III. Report of the Secretary of Commerce and Trade**

John P. Begala, Assistant Secretary of Commerce and Trade, gave the board a general update on the office of commerce and trade. Mr. Begala discussed RebuildVA and thanked the Virginia Tourism Board and staff for their service to the commonwealth.

**IV. Board Member Reports**

Board members delivered reports on activity in their regions.

**V. President's Report**

Rita McClenny gave a report on the executive office. As part of her remarks, Ms. McClenny discussed the VA-1 Tourism Conference, the Appalachian Regional Commission (ARC) Conference, and the American Rescue Plan Act (ARPA).

52           **VI.     Division Reports**

53           Michael McMahon gave an update on the American Rescue Plan Act (ARPA) and FY  
54           2022-2024 budget request

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56           Chris Canfield gave an update on the upcoming 2022 Partnership Marketing funding  
57           options and DRIVE 2.0

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59           Diane Bechamps gave an update on the Wanderlove campaign

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61           Andy Edmunds gave a report on the Virginia Film Office

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63           **VII.    Public Comment**

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65           Eric Terry, President; of the Virginia Restaurant, Lodging and Travel Association,  
66           discussed VRLTA's response to the challenges faced by the tourism and hospitality  
67           industry due to the COVID-19 pandemic including workforce shortages and training.

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69           **VIII.   Adjournment**

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71           Mr. Stroud moved to adjourn the meeting and Ms. Bolling seconded the motion.  
72           Chairwoman Payne called for a voice vote and the motion was approved unanimously.  
73           The meeting adjourned at 11:04 a.m.